

## **U.S. CENSUS BUREAU – PIO**

### **THE BROADCAST ZONE**

A sampling of timely broadcast tools planned for **April 2001**. Call for information on availability.



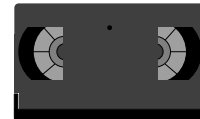
#### **THE RADIO ZONE**     [broadcast@census.gov](mailto:broadcast@census.gov)     (301) 457-2812

*Audio News Releases* -- "Survey of Minority- and Women-Owned Business Enterprises." Available via U.S. Census Bureau audio line (301-457-1229 or 1-866-834-7322). Also to be released via WAND (Washington Audio News Distribution).

*Soundbites & Actualities* -- "Population Profile of the US: 1999," "Facts for Features: Census Day 2000 –1<sup>st</sup> Anniversary," "Living Arrangements of Children: Fall 1996," "1999 Service Annual Survey, Finance," and "1999 Annual Survey of Manufacturers, Geographic Area Series."

*Radio Tour* – "Population Change & Geographic Trends" – A series of 5-minute radio interviews with report author Marc Perry for networks and affiliates.

*"Profile America" and "Al Día"* – Daily radio features in English and Spanish distributed monthly via CD. See our website for transcripts and sound files.



#### **THE VIDEO ZONE**     [broadcast@census.gov](mailto:broadcast@census.gov)     (301) 457-3045

*Census 2000 B-Roll* – Features operational footage, graphics and on-screen data. Produced for news stations and media organizations. Available in Betacam SP and VHS formats.

*"Race Tabulations: A Guide for Broadcast Journalists"* – An explanation of the appropriate and intended uses of Census 2000 data on race and ethnicity. Available in Betacam SP and VHS formats.

*"Where We Came From and Who We Are: The Census In Indian Country"* – Focuses on the success of Census 2000 within American Indian and Native Alaskan communities. Describes the Census Bureau's continuing outreach efforts in Indian Country. Available in Betacam SP and VHS formats.

**<[www.census.gov](http://www.census.gov)>, click on "[Radio/TV/Photo Services](#)"**